

# CHANGE MAKING: MY FAVOURITE GARMENT - CAMPAIGN



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# CONTENT

- Facts about clothing industry
- The story about Lempivaatteeni-campaign (My favourite garment)
- What to think when thinking of taking action

# BUT BEFORE WE START

Think of a campaign, person, movement, project, XX that has made an impact on you. Why did it make the impact?

QUICK FACTS ABOUT  
CLOTHING INDUSTRY

# FOCUS ON THE ENVIRONMENTAL ASPECT OF CLOTHES

- Textile industry caused 1.2 billion tonnes of CO<sub>2</sub> equiv. (2015) = **more than those of all international flights and maritime shipping combined.** \*\*
- 2000 l of water to produce a cotton t-shirt\*\*\*; the production and usage creates 24 kg of CO<sub>2</sub> within its lifetime. \*\*\*\*\*
- Finns produce 70 million kilos of textile waste in a year. 191 tons a day, 8 tons an hour, 133 kg a minute, 2,2 kg a second.\* = 13-17 kg/Finn a year

# AND THE CLOTHING PRODUCTION KEEPS ON INCREASING

- In the last 15 years, clothing production has approximately doubled\*\*
  - Should growth continue as expected, total clothing sales would reach 160 million tonnes in 2050 - **more than three times today's amount.** \*\*
  - More than half of **fast fashion** produced is disposed of in under a year.\*\*
  - < 1 % of material used to produce clothing is recycled into new clothing\*\*
  - Across the industry, only 13% of the total material input is in some way recycled after clothing use\*\*
- > **Increasing the life span of clothing is a major way to diminish their environmental impact \*\*\***

THE STORY OF  
LEMPIVAATTEENI/  
MY FAVOURITE  
GARMENT CAMPAIGN



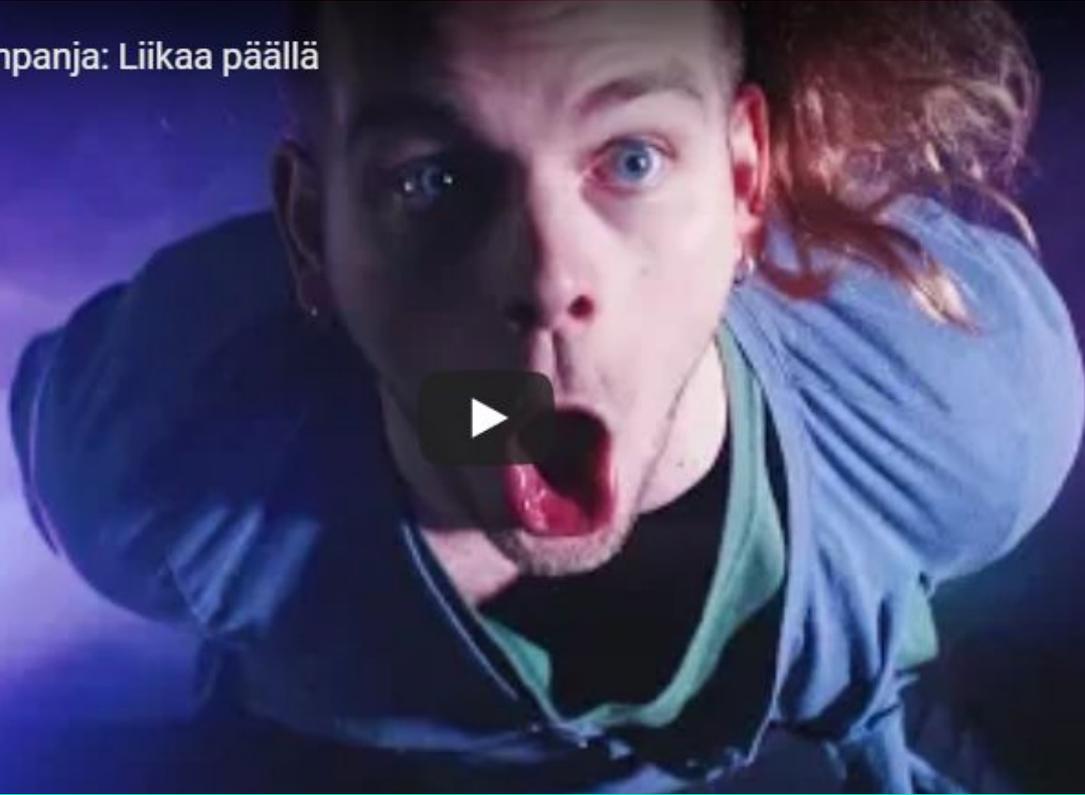
Lempivaatteeni-kampanja: Liikaa päällä



Watch later



Share



TOO MANY CLOTHES ON

# HOW IT ALL STARTED -AND WHY DOES IT MATTER?

- Part of Finnish Innovation Fund's (Sitra) Maapalloliiga (Earth League) development programme
  - concrete solutions for everyday life to diminish emissions
  - Workshops during autumn
- 4 team members
- Social media campaign

*Short, focus, together*



# THE POWER OF POSITIVE MESSAGE

- The aim: to inspire Finnish people to **value their clothes** more
  - Share your story of your favourite garment
- From negative to positive – reverse the logic
  - Clothing rage
  - Use existing clothes longer
  - Style, not fast fashion
  - What is ecological to buy?!

“If I have my favourite garments which I want to use every day, why I need to buy more?!”



THE BUYERARCHY  
of NEEDS  
(with apologies to  
Maslow)



WE CAN  
DO THIS.



# THE POWER OF FUN

Too many clothes on (Liikaa päällä)

Sermon on the clothing Mount

(Vaatevuorisaarna)

Clothing flash mob (tempaus)



# OUTCOME

- Thousands of reactions and shares on social media
- Wide media coverage (tv and newspaper, national and local)
- Bloggers, artists and politicians sharing their #Lempivaatteeni story
- Events in 5 towns



Pictures: Suvi Ranta,  
Liisa Lahti

FEW POINTS ABOUT  
MAKING A CHANGE

# WHEN THINKING ABOUT MAKING A CHANGE

**What is your impact?**

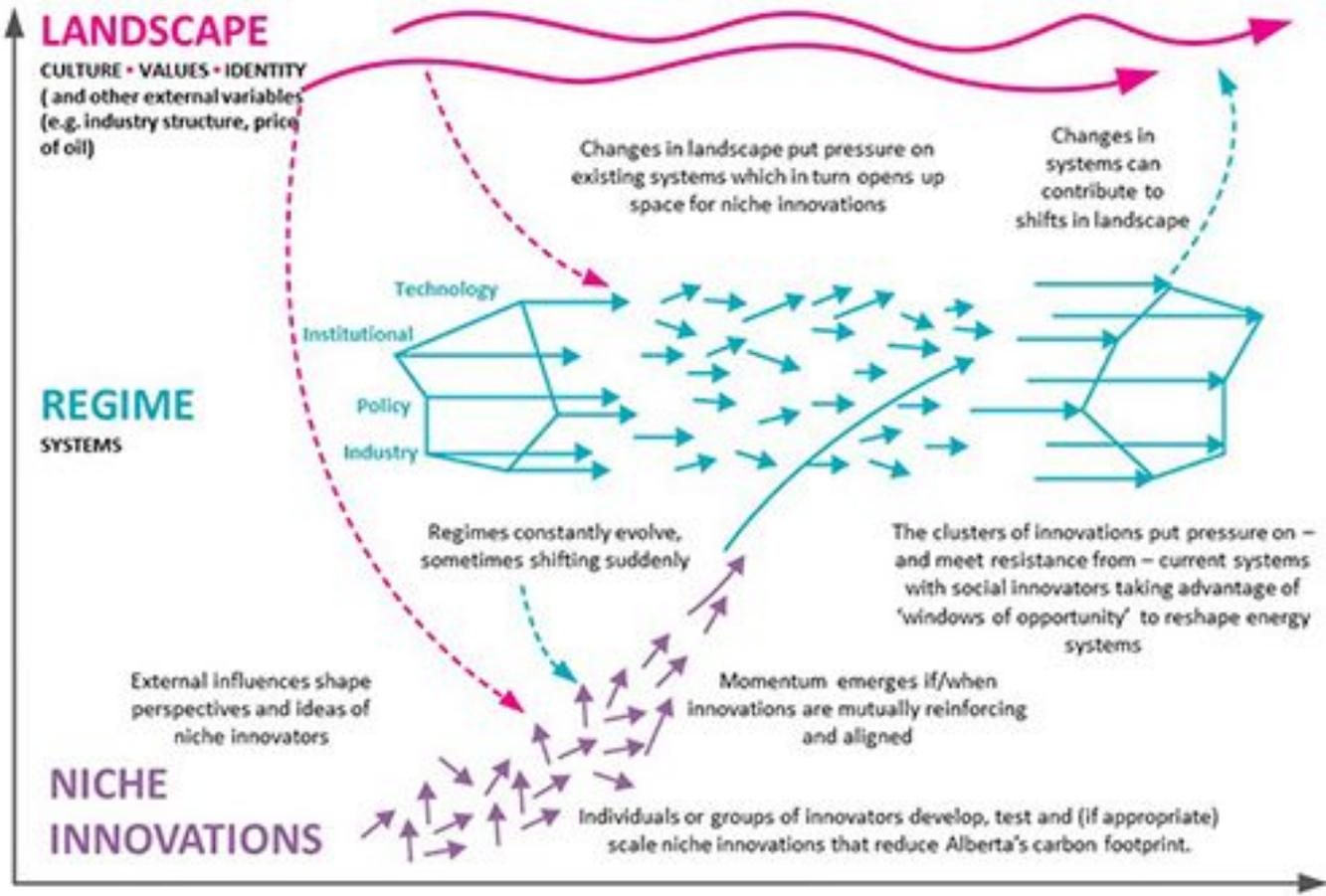
**Is your project open for people to be involved?**

Designing action

- 1) Who you aim to impact? Who listens to whom?
- 2) Power of feelings
- 3) Creating stories and rough surfaces
- 4) Experimenting

# ALWAYS THINK ABOUT THE IMPACT

- Doing something or making an impact?
- Is somebody changing their behaviour
  - Desired way?
  - Usually it takes multiple effort/different stakeholders
  - 100 meter run or a marathon?
- Change happens in close social community/groups/peers
  - Are you finding new groups?
  - Safe space to **rethink**



Picutre: Nature step 2016, adapted from Geels, F et al., (2012)

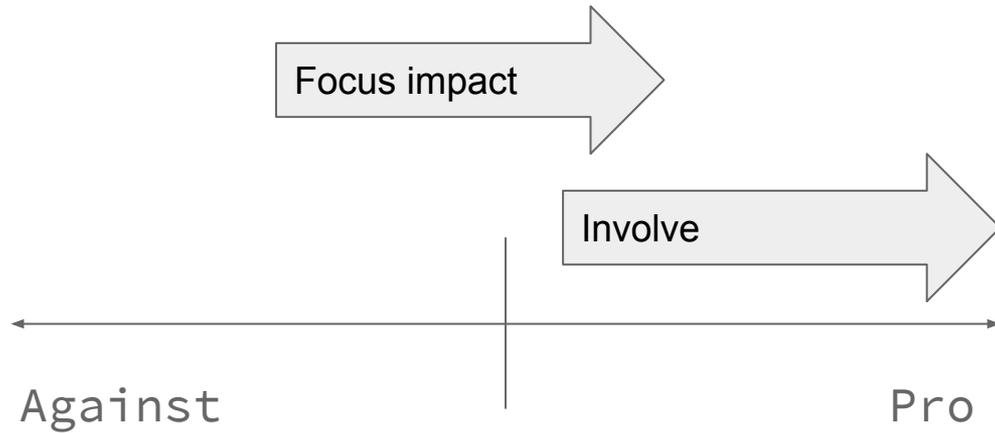
# ARE YOU OPEN FOR PEOPLE TO TAKE PART?

My way or highway?



DESIGNING ACTION

# 1) WHO YOU AIM TO IMPACT? WHO LISTENS TO WHOM?

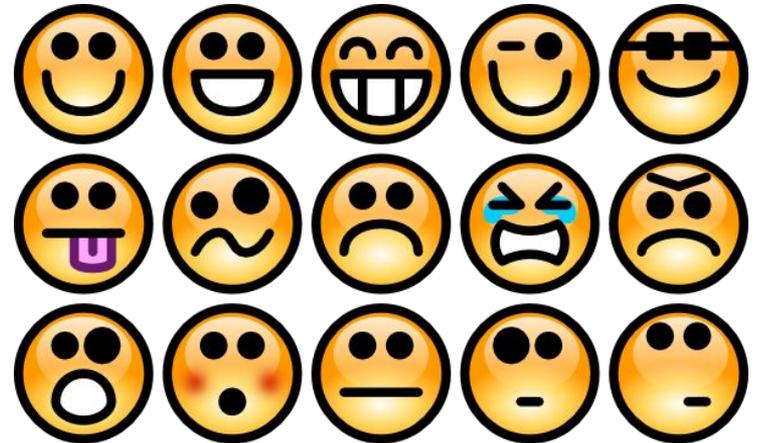


## 2) WHAT REACTIONS ARE YOU CREATING?

What reactions and feelings occur in the people?

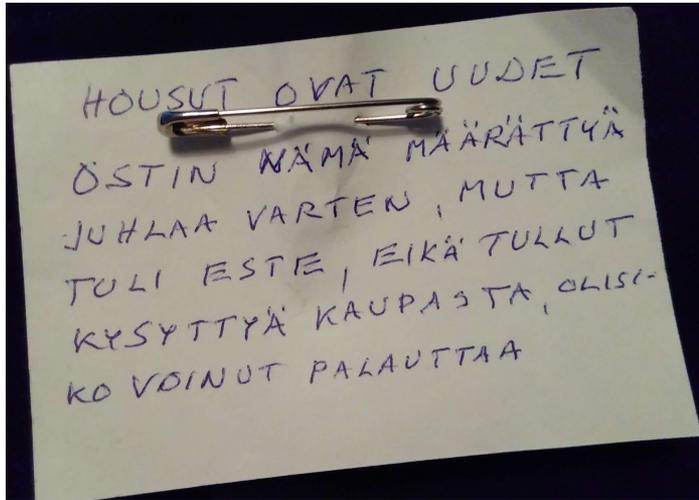
- When they are doing the unwanted
- When they hear your message

-> Different message and actions for each different groups



### 3) CREATING STORIES AND ROUGH SURFACES

Abstract examples (about what needs to be changed) + concrete stories = understanding about the situation and actions



# 4) EXPERIMENTATIONS

Don't take it too seriously



# ASSIGNMENT: CREATE A SHORT POST/TWEET

1) Topic

2) Desired action of the target group

3) Emotion you are aiming to create

# REFERENCES

\* TEXJÄTE-project (2015)

[https://helda.helsinki.fi/bitstream/handle/10138/155612/SY\\_4\\_2015.pdf](https://helda.helsinki.fi/bitstream/handle/10138/155612/SY_4_2015.pdf)

\*\* Ellen MacArthur Foundation:

[https://www.ellenmacarthurfoundation.org/assets/downloads/publications/A-New-Textiles-Economy\\_Full-Report.pdf](https://www.ellenmacarthurfoundation.org/assets/downloads/publications/A-New-Textiles-Economy_Full-Report.pdf)

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\*\*\*\*\* Steinberger et al. 2009:

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Nature step 2016:

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THANK YOU FOR YOUR  
INTEREST  
QUESTIONS?

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